Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1.   (Currently Amended) A method in a computer system for dynamically inserting a personalized advertisement into a digital broadcast stream, comprising:

forwarding a request to obtain the digital broadcast via a stream;

receiving and streaming the requested digital broadcast;

when detecting an open event in the stream, forwarding a request for an advertisement with an indication of personalization data;

 receiving an indication of the advertisement that corresponds to the personalization data;

downloading the indicated advertisement; and

when detecting an ad event <u>during a playback of</u> ~~in~~ the <u>digital broadcast</u> stream,

causing the playback to switch to the downloaded advertisement<u>, wherein the computer system is configured to pre-store and transmit on demand the digital broadcast stream.</u>

2.   (New) The method of claim 1, wherein switching to the downloaded advertisement comprises turning down the volume of an instantiated media player streaming the downloaded advertisement while a separate instantiated media player streams the digital broadcast stream.

3.   (New) The method of claim 1, wherein switching to the downloaded advertisement comprises terminating the digital broadcast stream in an instantiated media player and beginning to play a buffered ad stream in the instantiated media player.

4.   (New) The method of claim 1, wherein the personalization data includes at least one of:

an IP address of a user of the computer;

a type of media player submitting the request;

geographic data associated with the user of the computer;

demographic data associated with the user; and

other user profile data.

5.   (New) The method of claim 1, wherein the digital broadcast stream contains no default ads and contains encoded insertion markers that indicate the ad event.

6.   (New) The method of claim 1, further comprising switching the playback to play the digital broadcast stream upon detection that all buffered ads have been played.

7.   (New) The method of claim 1, further comprising switching the playback to play the digital broadcast stream upon detection of a close_event tag.

8.   (New) A targeted ad insertion system (TAIS) for dynamically inserting a

personalized advertisement into a digital broadcast stream, comprising:

an enhanced media encoder for encoding a broadcast stream for delivery over a data

network, wherein the encoder adds event tags and ad tags that indicate segments of the broadcast

stream containing advertisements;

a streaming content system that receives the encoded broadcast stream from the enhanced

media encoder; and

a media player that requests the digital broadcast stream from the streaming content

system, wherein the media player is configured to receive the personalized advertisement for

playing within a prestored digital broadcast stream that is transmitted on demand.

9.   (New) The TAIS of claim 8, further comprising an ad sever that receives an ad

identification request from the streaming content system and forwards an ad identifier to the

media player.

10.   (New) The TAIS of claim 9, wherein the ad server chooses an ad to be inserted in

the broadcast stream based on criteria comprising at least one of:

type of media player playing the broadcast stream;

age of a user of the media player;

gender of the user;

hobbies of the user; and

usual genre of broadcast content requested by the user.

11.   (New) The TAIS of claim 8, wherein the enhanced media encoder comprises:

a digital automation interpreter that interprets a data automation log and inserts the event

tag into the broadcast stream;

an ad tag inserter that inserts ad tags into the broadcast stream when a tone indicating an

upcoming advertisement is detected; and

a media player encoder for formatting the broadcast stream into a format that can be

interpreted by the media player.

12.   (New) The TAIS of claim 9, wherein the streaming content system comprises:

an ad content repository containing ad content for streaming ads to be inserted in the

digital broadcast stream; and

a broadcast stream throughput channel for transmitting the broadcast stream and ad

content to the media player.

13.   (New) The TAIS of claim 12, wherein the streaming content system further comprises:

one or more media player servers for providing an interface to the media player, such that a media player server is chosen to serve the broadcast stream to the media player based on a match between the media player and media player server.

14.   (New) The TAIS of claim 12, wherein the streaming content system further comprises:

a central processing unit running in a computer of the streaming content system;

an enhanced media encoder interface to receive content from the enhanced media encoder; and

an ad server interface to forward ad identification requests to the ad server.

15.   (New) A method for providing to a requestor a digital broadcast stream that includes dynamically-inserted advertisement content personalized to the requestor, comprising:

receiving an encoded digital broadcast stream from a broadcaster;

receiving a request to transmit the broadcast stream from a media player of the requestor;

transmitting the encoded broadcast stream to the media player;

receiving an ad identification request from the media player;

forwarding the ad identification request to an ad server, wherein the ad server chooses an ad to be dynamically inserted based on personalized data associated with a media player user;

receiving an ad request linked to the ad identification request; and

transmitting the requested ad to the media player in a format compatible with the media

player, wherein the requested ad is dynamically inserted into a broadcast stream that is pre-stored

and transmitted upon demand.